

ORDER



Orders
Order / Rev: 1310652
Alt Order #: 08410126
Product Desc: FUND 4 GREAT PUB SKL
Estimate:
Flight Dates: 10/06/16 - 10/17/16
Original Date / Rev: 10/05/16 / 10/05/16
Order Type: Political

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Red Horse Strategies/ POL
Buying Contact:
Billing Contact:
 55 Washington St., Suite 624
 Brooklyn, NY 11201

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Fund for Greater Public Schools / ISS
Demographic: A35+
Product Codes: IS-Issue/Ballot
Priority: P04-GB
Revenue Codes: AGY, (POL) Political, (POL) Issue

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: 107763
Agency External ID: 33690AG
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/17/16	76	\$57,930.00	\$49,240.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	76	\$57,930.00	\$49,240.50	0.00
Totals	76	\$57,930.00	\$49,240.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WGRZ	36%	\$57,930.00
Market	100%	\$160,916.67

Competitive Share

Competitive Share	Share	Total
CABL	0%	\$0.00
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WIVB	35%	\$56,320.83
WKBW	16%	\$25,746.67
WNED	0%	\$0.00
WNEQ	0%	\$0.00
WNGS	0%	\$0.00
WNLO	6%	\$9,655.00
WNYB	0%	\$0.00
WNYO	0%	\$0.00
WUTV	7%	\$11,264.17

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WGRZ	10/06/16	10/08/16	LN (M-Su) Late News	CM	11-1135PM-F&SU	---TFS-	:30	3	\$900.00	P02-F	0.00	NM	3	\$2,700.00
EVENING NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/03/16	10/09/16	---TFS-			3			\$900.00		0.00			
E 2	WGRZ	10/10/16	10/15/16		CM	11-1135PM-F&SU.MTWTFS-		:30	6	\$900.00	P02-F	0.00	NM	6	\$5,400.00

Order / Rev: 1310652
 Alt Order #: 08410126
 Flight Dates: 10/06/16 - 10/17/16

Advertiser: Fund for Greater Public Schools / ISS
 Product Desc: FUND 4 GREAT PUB SKL
 Estimate:

WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WGRZ	10/06/16	10/07/16	Dr. Phil 3-4p Dr. Phil	CM	258P-4P	---TF--	:30	2	\$475.00	P02-F	0.00	NM	2	\$950.00
DR PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/03/16	10/09/16	---TF--			2		\$475.00		0.00				
E 15	WGRZ	10/10/16	10/14/16	Dr. Phil 3-4p Dr. Phil	CM	258P-4P (3:00 PM-4:00 PM)	MTWTF--	:30	5	\$475.00	P02-F	0.00	NM	5	\$2,375.00
DR PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/10/16	10/16/16	MTWTF--			5		\$475.00		0.00				
E 16	WGRZ	10/17/16	10/17/16	Dr. Phil 3-4p Dr. Phil	CM	258P-4P (3:00 PM-4:00 PM)	M-----	:30	1	\$475.00	P02-F	0.00	NM	1	\$475.00
DR PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/17/16	10/23/16	M-----			1		\$475.00		0.00				
E 17	WGRZ	10/06/16	10/07/16	Ellen 4-5p Ellen	CM	359P-5P	---TF--	:30	2	\$600.00	P02-F	0.00	NM	2	\$1,200.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/03/16	10/09/16	---TF--			2		\$600.00		0.00				
E 18	WGRZ	10/10/16	10/14/16	Ellen 4-5p Ellen	CM	359P-5P	MTWTF--	:30	5	\$600.00	P02-F	0.00	NM	5	\$3,000.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/10/16	10/16/16	MTWTF--			5		\$600.00		0.00				
E 19	WGRZ	10/17/16	10/17/16	Ellen 4-5p Ellen	CM	359P-5P (4:00 PM-5:00 PM)	M-----	:30	1	\$600.00	P02-F	0.00	NM	1	\$600.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/17/16	10/23/16	M-----			1		\$600.00		0.00				
E 20	WGRZ	10/08/16	10/15/16	Local News @ 6p Sa Local News @ 6p Sa	CM	6-630p (6:00 PM-6:30 PM)	-----S-	:30	1	\$720.00	P02-F	0.00	NM	2	\$1,440.00
6PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/03/16	10/09/16	-----S-			1		\$720.00		0.00				
Week:		10/10/16	10/16/16	-----S-			1		\$720.00		0.00				
E 21	WGRZ	10/09/16	10/16/16	Local News @ 6p Su Local News @ 6p Su	CM	6-630p (6:00 PM-6:30 PM)	-----S	:30	1	\$720.00	P02-F	0.00	NM	2	\$1,440.00
6PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/03/16	10/09/16	-----S			1		\$720.00		0.00				
Week:		10/10/16	10/16/16	-----S			1		\$720.00		0.00				
E 22	WGRZ	10/06/16	10/07/16	Local News @ 6p M-F Local News @ 6p M-F	CM	6-630p	---TF--	:30	2	\$1,500.00	P02-F	0.00	NM	2	\$3,000.00
6PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/03/16	10/09/16	---TF--			2		\$1,500.00		0.00				
E 23	WGRZ	10/10/16	10/14/16	Local News @ 6p M-F Local News @ 6p M-F	CM	6-630p	MTWTF--	:30	5	\$1,500.00	P02-F	0.00	NM	5	\$7,500.00
6PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/10/16	10/16/16	MTWTF--			5		\$1,500.00		0.00				
E 24	WGRZ	10/17/16	10/17/16	Local News @ 6p M-F Local News @ 6p M-F	CM	6-630p (6:00 PM-6:30 PM)	M-----	:30	1	\$1,500.00	P02-F	0.00	NM	1	\$1,500.00
6PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/17/16	10/23/16	M-----			1		\$1,500.00		0.00				
E 25	WGRZ	10/06/16	10/07/16	Today Show Today Show	CM	Today Show	---TF--	:30	2	\$775.00	P02-F	0.00	NM	2	\$1,550.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/03/16	10/09/16	---TF--			2		\$775.00		0.00				

Order / Rev: 1310652
 Alt Order #: 08410126
 Flight Dates: 10/06/16 - 10/17/16

Advertiser: Fund for Greater Public Schools / ISS
 Product Desc: FUND 4 GREAT PUB SKL
 Estimate:

WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 25	WGRZ	10/06/16	10/07/16	Today Show Today Show	CM	Today Show	---TF--	:30	2	\$775.00	P02-F	0.00	NM	2	\$1,550.00
TODAY SHOW															
E 26	WGRZ	10/10/16	10/14/16	Today Show Today Show	CM	Today Show	MTWTF--	:30	5	\$775.00	P02-F	0.00	NM	5	\$3,875.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	MTWTF--			5			\$775.00		0.00			
E 27	WGRZ	10/17/16	10/17/16	Today Show Today Show	CM	Today Show	M-----	:30	1	\$775.00	P02-F	0.00	NM	1	\$775.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	M-----			1			\$775.00		0.00			
E 28	WGRZ	10/09/16	10/16/16	Meet the Press Meet the Press	CM	9-10a (9:00 AM-10:00 AM)	-----S	:30	1	\$725.00	P02-F	0.00	NM	2	\$1,450.00
MEET THE PRESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/03/16	10/09/16	-----S			1			\$725.00		0.00			
Week:		10/10/16	10/16/16	-----S			1			\$725.00		0.00			
													Totals	76	\$57,930.00

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WGRZ Buffalo	Date: 10/4/2016
--	---------------------------

I, **Jenna Bimbi**

do hereby request station time concerning the following issue:

IE for State Senate

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See attached					

This broadcast time will be used by: The Fund for Great Public Schools

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
“COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE.”
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that “communicates a political matter of national importance” includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to “our next senator”, “our person in Washington” or “the President”); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate “a message relating to any political matter of national importance?”

☐ Yes

☐ No

For programming that “communicates a message relating to any political matter of national importance,” list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

--

I represent that the payment for the above described broadcast time has been furnished by (name and address):

--

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the “sponsor”).

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

--

For programming that “communicates a message relating to any political matter of national importance,” attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished
by (name and address):

Fund for Greater Public Schools
800 Troy Schenectady Rd
Latham, NY 12110

and you are authorized to announce the time as paid for by such person or entity
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of
directors below (or attach separately):

Andy Pallotta

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least ¹_____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

10/4/2016

Date

Jenna Bimbi

Signature

Digitally signed by Jenna Bimbi
DN: cn=Jenna Bimbi, o=ou,
email=jenna@redhorsestrategies.com, c=US
Date: 2016.10.04 16:58:30 -04'00'

917-945-1561

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

Signature

Printed Name

Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See attached					

Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual time the rate for spots “communicating a political matter of national importance” air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC’s online political files include a folder for “Terms and Disclosures.” NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.